

AOT In Action - Issue 279 - August 31, 2009



Tanque Verde Ranch, Tucson

Message from Director Sherry Henry

Good morning,

Our summer is coming to an end. However, that doesn't mean we have to stop offering great travel packages to our visitors! Remember to keep adding your terrific travel packages to the [Travel Deals](#) section of our Web site, [AZOT.gov](#).

Now that we're heading into the fall season, we're looking for wonderful fall package deals from around the state to showcase on [Travel Deals](#).

Post your fall packages today and take advantage of this great opportunity to highlight where visitors can stay and what they can do in your region. Don't forget to partner with other area hotels or attractions to create even more memorable packages for visitors and keep them coming back for more!

Have a great week!

AOT News

New Updates to AOT's Research Web site!

The following items have been updated in the Research and Statistics section of AOT's business-to-business Web site [www.azot.gov](#).

- [Lodging Performance July 2009](#)
- [Lodging Performance July 2009 \(by County\)](#)
- Airport Passenger Volume June 2009

- [Airport Passenger Volume May 2009](#)
- [Gross Sales and Taxes June 2009](#)
- [State Park Visitation July 2009](#)

For additional information or questions, please contact Melissa Elkins, Research Manager, at 602-364-3716 or via e-mail at melkins@azot.gov.

AOT Events

Don't Miss AOT's French Sales Mission Opportunity!

AOT will be conducting a three-day sales mission to France February 10-12, 2010. The Paris-based mission will take place immediately before the German sales mission (details below) and will be made up of trade and media appointments, an Arizona workshop and a hosted media lunch.

AOT has carried out an annual sales mission to France since 2006, which has resulted in the number of French tour operators featuring Arizona to increase from 64 in 2006 to 74 in 2009, a growth of 15.6%. This mission will once again be an excellent opportunity to further highlight Arizona to this important and growing European market.

The cost to participate:

- \$1,000 per delegate (excluding travel expenses)

Space is limited to **eight** partners and a lottery system will be implemented if necessary.

For additional information or a participation form, please contact Loretta Belonio at 602-364-3725 or via e-mail at lbelonio@azot.gov.

Join AOT in a Sales Mission to Germany and Switzerland

Germany is one of Arizona's key international markets. To further increase awareness of Arizona in this vital market, AOT will coordinate a sales and media mission to Germany and Switzerland in February 15-19, 2010. Switzerland's strong economy, and close proximity to Germany make it an excellent inclusion to the week-long mission.

This will be a joint trade and media mission, with separate appointments and meetings during the day followed by sponsored evening events in the key target cities. The mission will begin in Zurich and continue to Frankfurt and then divide, with the trade delegation going to Hannover and the media group going to Hamburg.

The itinerary will include product meetings and trainings at key tour operators for the trade and desk side appointments for the media.

The cost to participate:

- \$1,500 for each trade delegate
- \$1,250 for each media delegate (plus travel expenses).

Space is limited to **eight** partners and a lottery system will be implemented if necessary.

For additional information or a participation form, please contact Loretta Belonio at

602-364-3725 or via e-mail at lblonio@azot.gov.

AOT on the Road in the UK

AOT will carry out a sales and media mission to the UK in **March 8-12, 2010**. The joint sales and media four-day mission will begin in London and continue to Manchester and Glasgow. The itinerary will include product meetings and trainings at key tour operators for the trade and desk side appointments with the media, followed by sponsored evening events.

The purpose of the mission is to further increase Arizona awareness and help maintain a strong trade and media presence in this important and competitive market.

The cost to participate:

- \$1,500 per trade delegate
- \$1,250 per media delegate

Space is limited to **eight** partners and a lottery system will be implemented if necessary.

To obtain more information or receive a participation form, please contact Loretta Belonio at lbloniol@azot.gov or 602-364-3725.

Upcoming Events & Activities

Allegiant Airlines Sales Mission

Date: September 7-11

Location: Bend, Eugene and Medford, Oregon

New York Media Marketplace

Date: September 10

Location: New York, New York

See America Week including Japan Association of Travel Agents (JATA) World Travel Fair and Media Marketplace

Date: September 17-20

Location: Tokyo, Japan

Savor Southeastern Arizona Press Trip

Date: September 21 - 26

Location: Willcox, Bisbee, Safford, Chiricahua National Monument

Industry News

Fewer Delays as Air Travel Declines

A marked decrease in airline travel has made this summer the smoothest in years for flyers accustomed to lengthy delays and snarled traffic. >> [Read Full Article](#)

Hotels Giving Children the VIP Treatment

Occupancy is down at hotels across the country, and business travel in particular has taken a beating, but hotels are finding a new group of customers to cater to: children. >> [Read Full Article](#)

NBTA Projects Higher Travel Costs after Recession

The NBTA Foundation, the education and research foundations of the National Business Travel Association, and Concur, a leading provider of on-demand employee spend management services, has released updated findings of its study on car rental, hotel and meal taxes in the top 50 U.S. travel destination cities. >> [Read Full Article](#)

Consumer Confidence Shows Notable Rise

Consumer sentiment rose more than expected in August, an indication that Americans' pessimism about the economy might be lifting. >> [Read Full Article](#)

Starwood Dropping 5-Star Ratings to Conserve Cash

Luxury hotel chains, the biggest losers in the lodging industry's decline, are giving up some of their hard-won stars to save money. >> [Read Full Article](#)

American Travelers More Familiar with 'Green Travel', Unwilling to Pay More to Support It

U.S. travelers are more familiar with sustainable travel terminology than they were two years ago but remain unwilling to pay more for eco-friendly travel options according to the July travelhorizons™, the quarterly consumer survey co-authored by the U.S. Travel Association and Ypartnership. >> [Read Full Article](#)

AAA Predicts 13% Drop in Travel over Labor Day

AAA is projecting that the number of Americans traveling on vacation this Labor Day weekend will be heavily impacted by when the holiday falls on the calendar. >> [Read Full Article](#)

IHG Reports Steady First-Half Growth

Despite the current economic conditions impacting hotel development in the hospitality industry, InterContinental Hotels Group signed almost one hotel a day and opened more than one hotel daily globally in the first half of 2009, with the bulk being in the Americas region. >> [Read Full Article](#)

Best Western Panel Sees Strong Biz Travel

The fall 2009 business travel season will not be as bleak for individual or "unmanaged" business travelers, compared to industry-projected reductions in corporate or "managed" travel, according to a newly formed Best Western advisory board. >> [Read Full Article](#)

Calendar of Events

Visit www.ArizonaGuide.com to find information on all the exciting events, festivals and activities held throughout the Grand Canyon State!

Connect with the Arizona Office of Tourism!

Becoming a fan on Facebook! <http://www.facebook.com/arizonatravel>
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